Coal-Heat

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Editorially

COAL-HEAT *puts its emphasis on:*

—ways and means of furthering the more satisfactory use and sale of coal.
—sales and service
—heating merchandising
—the fundamentals

Functionally, the 477 feature articles and regular departments 'indexed' in **COAL-HEAT** the past 12 months were divided as follows:

Association News	19	Operation & Maintenance	13
Business Trends	22	Personal Relations	8
Coal Handling	16	Personnel	22
Collections	13	Research	20
Costs	18	Sales	24
Credits		Salesmanship	33
Equipment	30	Sales Promotion	23
Fuels	32	Service	25
Fuel Engineering	13	Smoke Prevention	23
Heating	23	Training Activities	26
Housing	22		
Markets	21		
New Products	14		

each of these being covered as briefly and helpfully as possible.

COAL-HEAT stands out, compared to others in its general field, because of its practical, well integrated editorial menu; its pioneering, the calibre of its contributors; its marketing-research activities; its emphasis on the fundamentals—sales and service, the basic problems of management.

The 'Equipment Situation'—

Three times out of four the fuel dealer has two strikes against him because of the design, condition, and operation or the equipment in which much of his coal is used. For instance, findings of the Coal Heating Service inspection campaign in Minneapolis and St. Paul, Minn., covering thousands of individual homes show that:

1. Only one heating system in 10 is in good condition.
2. More than 2 out of 3 need cleaning.
3. More than 3 out of 7 have chimneys or smoke pipe that need attention or replacement.

In the larger field—among the nation's laundries, dairies, hotels, hospitals, apartments, schools, churches, medium and larger sized plants the reader can assume from detailed records of plant inspections of such fuel users in Akron, Canton, Cleveland, Middletown, Ohio; Detroit, Flint, and Lansing Mich.; Durham, N. C.; Altoona and Erie, Pa.; Milwaukee, Minneapolis and St. Paul, Morgantown W. Va., Toronto, Canada, and Wheeling, W. Va., that 'on the average' out of every 100 such plants:

—from 20 to 80% are mechanically defective;
—from 10 to 20% are obsolete;
—from 10 to 15% are overloaded;
—from 20 to 80% are improperly operated;

Obviously, therefore, in all too many cases

—far too much fuel is wasted;
—heating or power costs are excessive;
—heating and operating problems are far too frequent;
—the modernization and replacement market is all but unlimited.

So, if the reader recognizes this situation there can be no question as to **COAL-HEATS** place in the picture from the sales and service viewpoint.

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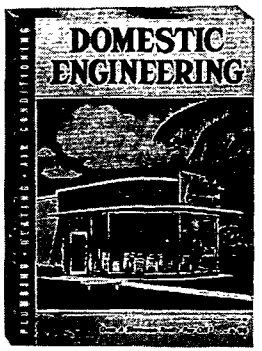

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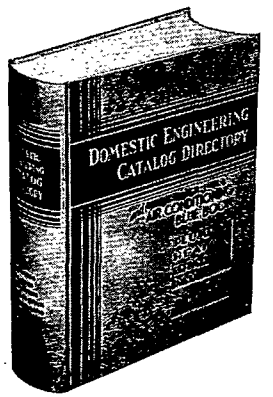

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